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**FOOD STAMP  
PROGRAM**



U. S. DEPARTMENT OF AGRICULTURE

# FOOD GUIDE

**JULY 1963**

**FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS**

**TURKEYS**

**MILK AND DAIRY PRODUCTS**

**FRESH PEACHES**

**SUMMER VEGETABLES**

**WATERMELONS**

**SALAD OIL**

**PEANUT BUTTER**

**CORN OIL**

The **FOOD GUIDE** lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for **FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

## FOR FOOD STAMP PROGRAM AREAS

### TURKEYS

**SUPPLY:** The July 1962 farm price was 20.8 cents per pound. July 1963 marketings are expected to be well above those of July 1962.

**MERCHANDISING HINTS:** Industry's all-out SUMMER TURKEY TIME promotion, coupled with an ever-growing consumer demand for multi-meal good-eating turkeys during the warm weather months, should influence grocer promotions of these family-pleasing birds all summer long.

- Perhaps your best sales bet at this season of the year will be broiler-roaster size birds and cut-up turkey pieces--especially featured to attract the Bar-B-Que trade. Plenty of extra special point-of-sale pieces are available to help get shoppers in the barbecuing mood--so make good use of them. And be sure that the turkey display case is stocked with a well-rounded assortment of birds that fit all family needs. To move those big toms and hens use your own signwork to inform shoppers that larger size birds are "Economy Buys for Family Meals." Get across the idea that turkeys are terrific meal stretchers. Post taste-tempting cold and open-faced hot turkey sandwich sales pieces and use "talkers" to mention turkey salad and turkey hash. Dress up your sales point with colorful go-with item prospects that have real turkey meal-appeal. Along with other meal-mate items, spot packages of corn meal around. A posted corn bread-based turkey dressing recipe for shopper inspiration helps to step up turkey sales.

### FRESH PEACHES

**SUPPLY:** Production of peaches in the nine southern States is forecast at 17,565,000 bushels, 18 percent above last year and 13 percent above average. All of the States, except the Carolinas, expect larger crops than last year and, except for Oklahoma, are above the 1957-61 average.

**MERCHANDISING HINTS:** Delicious mouth-watering fresh peaches will create a big buying wave in your fruit department this month.

- Quicken those buying decisions with displays that truly invite sales. Tell shoppers a real "selling story" with well selected P-O-P material and your best signwork. Set sales attack to promote these "blushing beauties" for out-of-hand eating to get top volume results.
- Feature prepack stocks from produce bin slots, offering only best quality and especially selected large size fruit. Sell bulk peaches from a table display located near the dairy case or at the end of the baking ingredient aisle. When "loading" the bulk table don't pour peaches in--place them with care. You'll find it's better to stock them only two layers high--for easy shopper selection and to cut excess handling of fruit. Naturally, more replenishments are necessary, but profit margin will prove best.
- Bring customers back for "second helpings" by offering ripe ready-to-eat fruit and by using small multi-displays scattered around best-selling tie-in spots. Team fresh peaches with ice cream, pie mix, gelatins, cake mix, short cake shells, cereals, cottage cheese, cream, etc. Let the public know you have fresh peaches inside with a big store window sign.



**JULY 1963**

**DAILY  
FOOD GUIDE**

**MILK GROUP**

*Some milk for everyone*

**MEAT GROUP**

*2 or more servings*

**FRUIT AND  
VEGETABLE  
GROUP**

*4 or more servings*

**BREAD AND  
CEREAL GROUP**

*4 or more servings*

**OTHER FOODS**

*As needed*

# **FOOD BUYS**

For USDA Food Coupon Users  
and All Budget Minded Shoppers

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**Milk and Milk Products**

**Turkeys**  
**Peanut Butter**

**Summer Vegetables**  
**Fresh Peaches**  
**Watermelon**

**Corn Meal**

**Salad Oil**



**VARIETY is the KEY**



## SUMMER VEGETABLES

**SUPPLY:** Market garden production of summer vegetables in large consuming centers will be supplemented by liberal supplies shipped in from distant commercial production areas.

**MERCHANDISING HINTS:** Colorful, purchase-inviting and well arranged displays that can be easily "loaded" and maintained during the peak fresh vegetable period get bigger sales and profits, too. In planning bin layouts, be sure you have an adequate "spread" of all vegetable items. However, adjust your stockage quantities to past turnover experience factors and perishability of the product concerned.

- Side-by-side selling of good vegetable dish meal-mates inspires the "perpetual notion" that builds impulse sales. Now, don't forget July is heavy vegetable salad-making time, so why not set off the entire department with a huge wall drop SALAD CENTER sign. Position good salad vegetable items together for easy customer selection--and prime arrangements to get full benefit of color contrast.
- Stress the nutritional value that fresh vegetables offer with good "spot" signs--"Loaded With Vitamins and Minerals, Too". Alternate feature item "draws" as heavy supplies move in--tomatoes, fresh corn, lettuce, bell peppers, carrots, celery, snap beans, leafy greens, beets, potatoes, onions, cauliflower, etc.



## WATERMELONS

**MERCHANDISING HINTS:** Watermelons and July are natural team-mates. With picnics and out-door eating in full sway, timely merchandising of this red-ripe tempting fruit will bring profitable sales returns.

- For the grocer who is geared for fast action, watermelons can be a sales-builder. Whether whole or cut to show color and ripeness, they make attractive displays anywhere in the store.
- Remember to rotate the melons so that first in will also be first out. One factor in building big sales is to have melons of high eating quality. Repeat sales come from customers who have enjoyed the cold, red, sweet juiciness of just-right fruit.

## MILK AND DAIRY PRODUCTS

**SUPPLY:** Plenty of health-inviting milk and dairy products will be on hand for big 4th of July and summertime eating sales.

**MERCHANDISING HINTS:** The big trade-winning June Dairy Month promotion last month is sure to lead shoppers back to dairy cases again in July. Don't change product locations or case layouts just yet--allow repeaters to locate dairy product items they're seeking at the same old spot. Continue to build steady customers, new business and more profitable sales. Now that appetites have been primed for a big variety of dairy foods, keep promotional pressure on the full dairy product line--MILK, CHEESE, ICE CREAM, NONFAT DRY MILK, EVAPORATED MILK, BUTTER, SOUR CREAM, COTTAGE CHEESE, YOGURT, etc.

- Heavy dairy product business is in the making the week of the holiday 4th--and month-long dairy product merchandising is in order throughout this casual eating month. The dairy industry will be backing your July promotional efforts with national advertising, MILK HAS STAYING POWER, and a cooperative push is scheduled for BUTTER AND CORN MONTH that should also make cash registers hum. Smart tie-in merchandising of your own, through well thought out in-store display techniques, will continue to provide big-time sales.

## MENU OF THE MONTH

### PEANUT BUTTER

**MERCHANDISING HINTS:** Nourishing and delicious peanut butter rates full-scale promotional emphasis during this casual eating month.

- With the steady sales potential and a stepped-up July consumer demand, it's floor stack display time for best-seller sizes of smooth and chunky peanut butter, too. And good on-the-spot related item tie-in selling can move large volume supplies.
- Don't let those shoppers pass-up peanut butter. Give sales points a real dressed-up look and gear them for sure-fire purchase-appeal. Catchy "stopper" signs, along with posted "something new" recipe ideas and competitive pricing will rocket sales.

### SALAD OIL

**SUPPLY:** Stocks of edible oils, including finished products, are now about 700 million pounds higher than normal. Prospects are that supplies of oil will continue to substantially exceed expected requirements.

**MERCHANDISING HINTS:** With July salad-fixings galore, salad oils are in for a "big run." Salad oils are "at home" spread on counter tops or featured in floor displays along produce lane .

### CORN MEAL

**MERCHANDISING HINTS:** Tie-in selling and off-the-shelf special displays move big supplies.

Plan small corn meal displays at your fresh vegetable counter and near the fresh and the frozen seafood department, too. Token placements at butter and margarine selling points are good for top-notch sales. Generate purchases with good signwork set to call attention to taste-appealing CORN BREAD and HUSH PUPPIES. Offer shoppers both yellow and white corn meal. Special your packaging with a 2 for--price tag. And a posted recipe for hush puppies will make sales soar.

Roast turkey with gravy  
Mashed potatoes  
Sliced tomatoes on lettuce  
Buttered snap beans  
Hot spoonbread  
Margarine  
Milk  
Fresh peach pie

## RECIPE OF THE MONTH

### SPOONBREAD

1/2 cup cornmeal	2 tablespoons margarine
2 tablespoons quick-cooking tapioca	1/2 teaspoon salt
2 cups milk	2 eggs, separated

Combine cornmeal, tapioca, milk, margarine and salt. Cook over boiling water, stirring frequently, until thickened. Remove from heat and cool slightly.

Beat egg yolks slightly and beat into the mixture. Fold in stiffly beaten egg whites. Pour into greased baking dish.

Bake at 375°F. (moderate oven) 45 minutes. Serve from baking dish. 4 servings.

### CHEESE SPOONBREAD

Add 1/2 cup grated cheese to the batter after the margarine has been added.